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RECRUITER

The United States Army Recruiting Command

Rg



1993 Commanders
Conference -- page 7

JOURNAL-OCT 93

MG Simpson
takes command

University of Notre Dame

Notre Dame, Indiana 46556

Lou Holtz
Head Football Coach

Dear Recruiter:

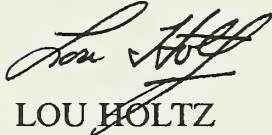
I am pleased that the **Army Reserve** will once again be sponsoring the national radio broadcasts of Notre Dame football in 1993.

This should prove to be an interesting season for the Notre Dame football team. It's a year when we are going to be replacing a number of offensive players lost through graduation. This certainly emphasizes the importance of recruitment to remain competitive.

We are particularly excited with our incoming freshman class and will again be highlighting these new recruits in a special halftime feature sponsored by the **Army Reserve**.

On behalf of the University, the coaching staff and players, I want to thank the **Army Reserve** for your continued support of these Notre Dame broadcasts.

Sincerely,



LOU HOLTZ

jb



VOLUME 46, NUMBER 10

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Cover

A new look for a new year, and a new CG — this month's cover, designed by Tom Leahy, is a montage of photographs by Fort Knox TASC photographers Rodney Brickett and Greg Calidonna.

Poster contest

■ HQ USAREC Advertising and Public Affairs Directorate is sponsoring a poster contest beginning 1st Quarter, FY 94. The contest will allow recruiters in the field the opportunity to provide input for the development of a poster.

This contest is in response to several calls from recruiters on the current poster inventory. Most of those calls were pleas for posters that reflect soldiers in a combat arms environment — in advertising terms, “positive experience.”

This poster contest gives recruiters direct input into the creative concept and development of a positive experience poster, with possible implementation into the A&PA inventory by 3d Quarter, FY 94.

The contest winner will receive TDY as the “creative consultant” and take part in the actual location photography when production begins. The contest deadline for poster concepts and ideas is December 1, 1993.

Staffing the concept should be complete and a winner chosen before the end of the year. Phase II development will begin during 2d Quarter, FY 94.

Please write down or draw out your concepts and send them to:

HQ USAREC
ATTN: RCAPA-PC (Poster Contest)

Fort Knox, KY 40121-2726
POC is CPT Ward Wood, 1-800-223-3735, ext. 4-0748.

Merit Promotion to Sergeant First Class

■ In June of this year, a memorandum was sent to all brigades requesting nominations for FY 93 Meritorious Promotion to Sergeant First Class. The commanding general USAREC approved the following soldiers for promotion.

NAME	UNIT	EFF DOR
SFC Christopher Lubecke	Minneapolis Battalion	25 Aug 93
SFC Bruce M. Stratford	San Antonio Battalion	25 Aug 93
SFC Sherman Patterson	Raleigh Battalion	25 Aug 93
SFC Gregory Richardson	Salt Lake City Battalion	25 Aug 93
SFC Charles D. Eggers	Denver Battalion	25 Aug 93
SFC Brian D. Kunka	Columbia Battalion	17 Sep 93

This is another unique reward given to deserving recruiters. Information on requirements for meritorious promotion to staff sergeant or sergeant first class can be obtained from your S-1.

Wear of recruiter badge clarified

■ By direction of the CG, USAREC, the award of the basic recruiter badge is no longer authorized for permanent wear by Regular Army and USAR operations officers and Army Nurse Corps (ANC) counselors and coordinators.

This change was effective Aug. 3, 1993, and will be reflected in the next publication of the Recruiting Company Operations and Administration update.

POC at this headquarters is Mr. Bob Hinrichs, DSN 464-0686, toll-free 1-800-223-3735 ext. 0686, or commercial (502) 624-0686.

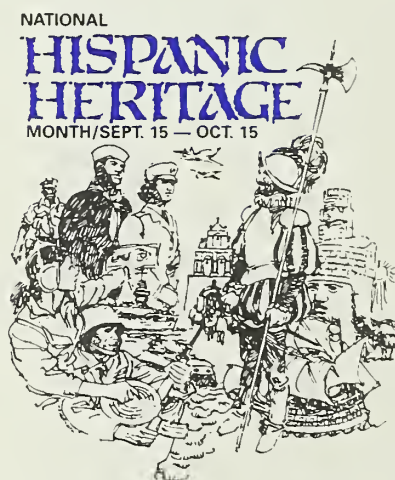
No more PSG

■ Effective 13 Aug 93, a decision was made to terminate the Platoon Sergeant (PSG) System Feasibility Study. The PSG System will not be implemented command-wide.

All recruiting battalions and

companies currently operating under the PSG System will complete a restructure to the previous management system not later than 1 Oct 93.

Questions or concerns may be addressed to SFC White, at DSN 464-8992, toll-free 1-800-223-3735 ext. 4-1440, or commercial (502) 624-8992.



SDT comes of age

■ Results of NCO self-development tests soon will be included among other eligibility criteria weighed by promotion boards and school-selection boards of the total Army.

"Beginning in fiscal year 1994 for the active component, and a year later for the reserve component, units will receive the SDT results," said SGM Ronald Schexnayder of the Army's Office of the Deputy Chief of Staff for Operations and Plans.

Besides being made available to unit record custodians, the SDT results also are being recorded in the individual's

Military Personnel Records Jacket. From there, the results will be made available, in the second quarter of fiscal 1994, to the active component's promotion boards and school-selection boards (including those boards convened for Active Guard and Reserve soldiers).

On the reserve-component side, the boards will begin receiving the test data in fiscal 1995. Schexnayder stressed that this decision to inform units of the SDT results must not be construed as allowing the results to be used as a report card on unit training or

unit leaders.

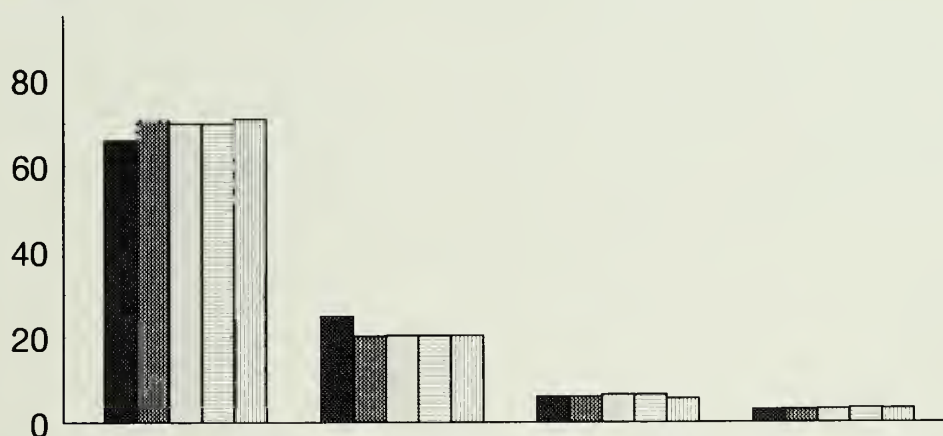
"That use would be flawed, since the SDT is not a unit-training program," he said. "We've simply concluded that making the results available to units can benefit the mentoring process," he explained. In this connection, "units must ensure that non-commissioned officers have access to the SDT study materials they need. And unit leaders," he continued, "should mentor and support the SDT efforts of their NCOs."

Army News Service

Ethnic Accession Distribution

Active Duty Total

Percent



	White	Black	Hispanic	Other
FY 90	65.9	24.9	6.1	3.1
FY 91	70.6	20.2	6.1	3.1
FY 92	69.8	20.4	6.6	3.2
FY93 Acc + DEP	69.8	20.3	6.5	3.4
FY94 In-DEP	70.8	20.3	5.6	3.3

As of 30 Aug 93

Getting results

Who's accountable here?

Becoming a recruiter and being stationed in the civilian community as a representative of the Army or the Army Reserve brings special challenges and special rewards. Very few assignments can provide such an opportunity for success and individual fulfillment while performing the duties of a professional soldier and representative of the total United States Army. Your prior training and experiences as a leader and non-commissioned officer qualify you for this position.

Three qualities are especially important for you to continue to be successful in your career as a professional recruiter. These qualities are essential. Let's take a look at these qualities to see how they have an impact on everything you do.

The first quality essential to your success is a leadership principle that has been emphasized repeatedly throughout your military education and training. That quality is **responsibility**. The principle: Seek responsibility, and take responsibility for your actions.

Being assigned as a recruiter places you in an arena where this leadership principle is critical. The regimentation you experienced in most of your prior military environments is gone. Yes, there is a daily performance review to provide you with guidance and direction while fostering communication within the chain of command. However, you usually work on your own for extended periods of

time without constant supervision. Without accepting responsibility, without the maturity that produces responsibility, your success will be non-existent. You must be a self-starter. You must be a mature and professional individual to reach and achieve all that is possible.

Responsibility also means being a part of the team and looking out for your peers. Any organization is only as strong as its weakest link. Therefore, it is your responsibility to train and mentor each other to ensure that we remain a well-trained, proficient recruiting force.

Being responsible to your leaders is required. Being responsible for yourself and to each other is essential. Seek and take responsibility.

Next comes **authority**. Think back to your arrival as a new recruiter. The transition from your former career field to being a recruiter may have been stressful. Coming from a supervisory position with responsibility (in charge of soldiers) to a new position as a recruiter (initially in charge of no one) may have been difficult. This transition required the proper positive attitude. It required responsibility and maturity. Being accustomed to providing supervision may have made being enrolled in the TTE program a disheartening experience if you didn't have the proper understanding of the importance of your job.

These emotions and feelings cause many recruiters to feel they have the responsibility for achieving their mission without having the authority necessary to do so. This is a common misconception that must be disregarded. You have authority — authority that is consistent with your grade and status as a non-commissioned officer. Station commanders have the additional authority that is necessary to control the activities within the recruiting station.

Being assigned to a recruiting station makes you an integral part of a team, and that team has its own authority. The difference in this authority is the wealth of leadership experience possessed by all the members of the team. A wealth that may be shared with all mem-

bers of the team and used to arrive at the best course of action in any given situation. Invoking your authority to drive yourself, as well as your team, to produce in the recruiting arena each day is a challenge unto itself. Never believe that you, regardless of your position, cannot affect the situation around you in a positive manner with your inherent authority.

Responsibility and authority are important qualities in being successful as a recruiter, as a professional salesperson, and as a soldier. The key quality that is required for you to be a true professional, though, is **accountability**. While the notion of accountability is bandied about constantly, it is commonly misunderstood. For example, accountability is *not* concerned with cause or with blame. It is not who did what to whom. Instead, according to consultant George Kenning's principles of management as quoted in "The Pryor Report," accountability is the recognition and acceptance that one is answerable for whatever happens within an area of activity, *regardless of cause*.

To many people, the words *regardless of cause* are a jolt. Those words can cause

many people to question whether that means they are accountable for everything in their area, no matter what happens. The answer to that question is a definite "yes." That's what accountability means.

As a recruiter, you are responsible for achieving your mission. You are also responsible for the activities necessary to achieve that mission. These activities include prospecting and processing someone for enlist-

ment or a commission each and every day.

Likewise, the station commander is responsible for achieving the recruiting station's mission, as well as the activities that are required to reach that objective. Included are activities such as managing and

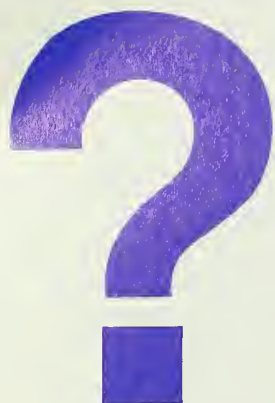
mentoring recruiters assigned within the recruiting station.

In performing your duties, you frequently find it necessary to depend on others outside your area. Oftentimes you must wait for additional documentation before you can complete the application for enlistment or for a commission. If something you are waiting on doesn't arrive when it should, or if you discover at a later time that it still hasn't been sent, frustration or discouragement can well up inside of you, adversely affecting your performance. What if others on whom you depend don't do what they're supposed to do? What can you do?

In your professional development you learned that you are the person accountable for your activities and the results of those activities. When others don't do what they are supposed to do, you are still the one responsible and accountable for achieving your mission. So whenever you find this happening to you, take personal responsibility and accountability to do whatever is necessary with integrity to reach your objectives.

SFC Dennis Margheim, USAREC Training

The key quality that is required for you to be a true professional is accountability



Shouldya couldya wouldya



It's that time again — you knew he was coming. You've received word that the brigade commander will be spending a few days at the battalion headquarters next week to discuss the upcoming quarterly mission. In advance of his visit, you've been tasked to arrange dinner reservations and check out the local entertainment options.

No problem with the dinner reservations, the brigade commander is partial to Italian food and Gisseppi's Italian Restaurant around the corner is renowned for its Italian cuisine. But what about entertainment?

You have a brainstorm. Your battalion just happens to be headquartered in a city that's home to the Podunk Panthers, a professional football team, and what's more, the Panthers just happen to be playing a home game at the time the brigade commander plans to visit. You're immediately on the phone with the team's public relations director to help you out of this jam. After all, you placed a \$1,500 advertisement in their pre-season schedule; they owe you.

Your side of the conversation begins: "Hi, I'm (fill in the blank) from the Podunk Army Recruiting Battalion. I'm calling on behalf of LTC Jones, the battalion

commander. He asked me to inquire as to the availability of complimentary tickets for the game next week. A VIP from our headquarters will be in town that day, and we'd like to show

Could you and your commander be held accountable?

him a good time. We'll need approximately 10 to 12 tickets."

Should you have made that call? No.

The Standards of Ethical Conduct for Employees of the Executive Branch prohibit any government employee from soliciting or coercing the offering of a gift. A gift is defined as any gratuity, favor, discount, entertainment, hospitality, loan, forbearance, or other item having monetary value. Government employees are further prohibited from accepting gifts from prohibited sources, specifically any organization or person

who does business with the employee's agency.

In the hypothetical example above, you violated ethical standards. Even if the tickets were offered without solicitation, could you accept? Not if you're in a position that does business with the source.

Could you and your battalion commander be held accountable for your actions? Yes.

Although it may sound like a lot of legal folderol over the harmless issue of showing your boss a good time, it's still unauthorized. Penalties for violation of ethical standards can be severe, depending on the situation. Even the appearance of a conflict of interest could be damaging.

Would you like to know a good source for additional information when faced with future situations of this nature? Of course you would. Questions of ethical propriety should be surfaced through the chain of command to your brigade judge advocate or Command Legal Counsel. They can best advise you on the legal and/or ethical ramifications of a proposed course of action. The moral of the story: *before* you roll the dice, make the call for advice.

CPT Rick Howell, HQ USAREC
A&PA

At the top

The 1993 Annual Commanders Conference

*by Kathleen Welker, RJ editor
(Photos by Greg Calidonna)*

It seems fitting that the recurring topic at the Commanders Conference was leadership. To be sure, there were plenty of other important topics, but leadership was a recurring theme.

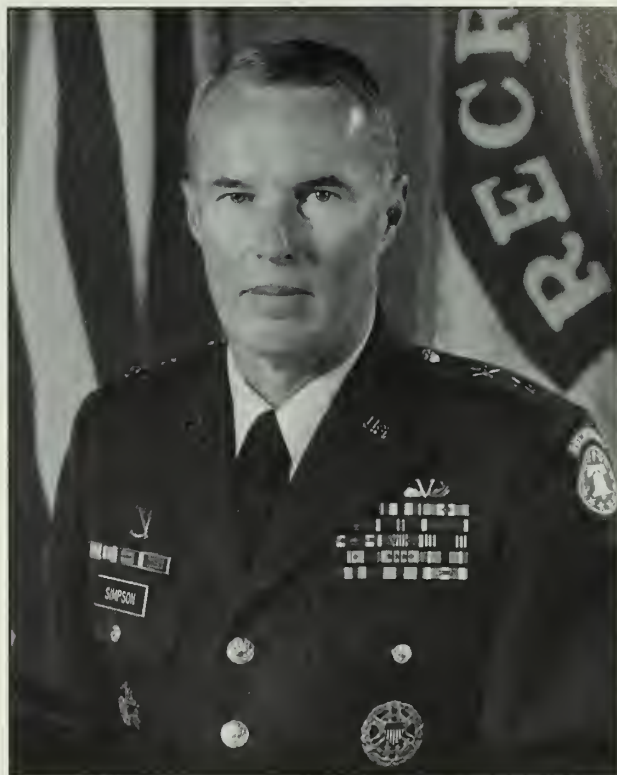
That theme may have been obvious, as this conference was the time and place appointed in history to change our commanding general. An early highlight of the conference was Monday's farewell dinner for MG Jack C. Wheeler, at which LTG Thomas P. Carney, the DCSPER, described Wheeler's distinguished career, culminating with five years at the top of the Recruiting Command.

Carney, himself a USAREC veteran, told the assembled audience that on Wheeler's watch more than 588,000 young Americans had joined the Army.

Describing himself as the last of the Cold War commanders of USAREC,



LTG Thomas P. Carney



MG Kenneth W. Simpson

Carney said Wheeler presided over a USAREC that had to serve a new world order.

That new world order, according to Carney, meant harder recruiting, and Carney praised both Wheeler and the command for the three highest years of quality that the volunteer Army has ever experienced.

The Change of Command

At the change of command ceremony on Sept. 14, Carney presented Wheeler with the Distinguished Superior Service Medal. Mrs. Margie Wheeler was awarded the Decoration for Distinguished Civilian Service from Carney for her 32 years of selfless service in numerous volunteer positions with the American Red Cross, Army Community Service, wives clubs and family support groups.

The change of command ceremony was a blend of traditions. Members of the Fort Knox Dragoons Band presented a pre-ceremony concert, including some of the Wheelers' personal requests. The ceremony began by following a Fort Knox cavalry tradition as a 1,500-pound horse and his much lighter rider, known as "Old Bill," galloped across Brooks Field to present Mrs. Wheeler and Mrs. Simpson with flowers.

After members of the Golden Knights parachuted onto the field, the USAREC flag changed



Members of the Golden Knights parachuted in to present a farewell to MG Wheeler. (Courtesy photo)

hands as MG Kenneth W. Simpson assumed command of the United States Army Recruiting Command. After the ceremony, hail and farewell receptions were held for the incoming and outgoing commanding generals.

BG Roper

During a working lunch on Sept. 14, BG Robert W. Roper, USAREC Deputy Commanding General, praised "the quality of folks we've got working for us."

Roper also discussed what he called "managing DEP losses," something he said has to stop.

"Take your known losses when they occur. Training seats are critical to the Army and, because of TRADOC's downsizing, are in short supply. Holding known DEP losses and then selecting when to take them cannot continue —



During the conference, BG Roper participated in many discussions with commanders.



A Fort Knox tradition, "Old Bill" presented flowers to Mrs. Simpson and Mrs. Wheeler.

it affects TRADOC's ability to provide training seats. And in these days of declining resources, every seat we lose is increasingly critical to the Army."

"Today I have a list of 69 known DEP losses," Roper continued, "only six of which are more than 60 days out. I don't think there are 63 surprises on this list. Don't *manage* DEP loss — I want you to *sustain* your DEP."

"Do everything you can to ship at the prescribed time," said Roper. "Every applicant is important, every shipper impacts on readiness. Therefore, I say to all leaders, there are no decisions to be made about *when* to report DEP losses — report it when you know it."

MG Vollrath

The guest speaker for the formal conference dinner on Tuesday night was MG Frederick E. Vollrath, Director for Military Personnel Management, DCSPER. Vollrath's topic was "The Recruiting Environment of the 90s: A Decade of Challenges."

Vollrath emphasized that while the future would be full of challenges, "we have the opportunity to shape the future. We can make the Army what we want it to be — but we have to think it through first."

Describing the environment of the recruiting future, Vollrath discussed several areas:

- The Army will be smaller. Current targets reflect approximately 535,000 active duty soldiers. Although there will be fewer people, there will be higher technology.
- The Army will be largely CONUS-based, which means greater stability for soldiers and their families.
- The military services will be competing with civilian "national service" initiatives, but the Army stills plans to be the largest employer of American youth.
- Short-term deployments will probably be the norm, rather than frequent PCS moves. Soldiers should be able to plan to PCS at six-year intervals.
- Professional development will be decentralized. It will be the obligation and responsibility for organizations to ensure soldier training.

In conclusion Vollrath said, "USAREC cannot fail. You are the Army. If you can accept the challenge, you will provide the Army of the future. You are the future of the Army."



MG Frederick E. Vollrath

CSM Hickie

"I thought the conference went very well; we got an awful lot of positive feedback from the battalion and brigade sergeants major," said CSM Ernest Hickie. "With 23 new commanders, they must look at their sergeants major for technical competency. Sergeants major make this organization run. Their job is to provide teaching, mentoring, coaching, and leading their soldiers — those four things are what gets the job done."

"We concentrated primarily on three areas: production, training, and personnel. In light of our dwindling resources, we've got to look at new ways of doing business. Our primary resource is still the recruiter."

"An area we looked at very closely is our NCOER ratings, to make sure we keep our recruiters as competitive as possible. As leaders,

we must recognize that taking care of our soldiers is our basic mission, because when you take care of soldiers, those soldiers take care of business."

"One of those areas that combines leadership and training is sending soldiers to the NCOES courses they should be getting. Sometimes our recruiters are not sent to BNCOE or ANCOE because the command doesn't want to hurt the field by taking productive recruiters out of the foxhole. My emphasis is to make sure that no soldier in USAREC is deprived of NCOES."

Personnel Directorate

Mr. Larry Hibbs, from the Evaluation Center at Fort Benjamin Harrison, made a presentation about another leadership topic: Noncommissioned Officer Efficiency Ratings. Hibbs reported that his office receives 30,000 NCOERs a month and he made the observation that most errors on NCOERs are in the top portion, parts I and II.

Hibbs said that duty descriptions are critical, and that special emphasis should describe what challenges a person faced.

"When doing an NCOER," Hibbs said, "look at the whole soldier, not just production."

Another discussion of NCOERs described "relief for cause" for detailed recruiters. Leaders were reminded that detailed recruiters will not receive NCOERs if relieved for ineffectiveness during the Transitional Training and Evaluation period. Ratings for "carry-over periods" after a relief should focus on soldierly qualities rather than an inability to sell the Army. The focus must be on observed potential for further service in the soldier's MOS.

In terms of NCOERs that are relevant to promotion boards and assignment managers, the forms must present forthright, clearly written evaluations. In cases of soldier failure, the evaluation must make a clear distinction between reliefs for breeches of integrity and reliefs for lack of production. For detailed recruiters, definitive comments on the reasons for relief are absolutely necessary to explain why a formerly successful soldier suddenly fails in the recruiting environment.

The CSM again stressed leadership, this time in the area of NCOERs. "Ratings can make or break an NCO's career, so don't sit down and do an NCOER overnight. That could present a distorted picture. Observe your soldiers over the long run — it takes a couple of months to do a good NCOER."

Family Support Groups

Mr. Martin Skulas, chief of the Soldier and Family Assistance Branch at HQ USAREC

Personnel Directorate, showed a new video entitled "Welcome to USAREC." This tape, produced by Fort Knox TV, presents a newcomer's view of the command, what's expected and what's available (see related story on page 24).

Other Discussions

- Cost per output — enlistment contracts RA/USAR
- RZA building
- BLT/CLT nurse management tools and use
- How to penetrate the nurse anesthetist market
- Individual sustainment training
- Computer-based training — future programs and priorities
- Proposed changes to PMS
- PROCON — new automated management system
- Automation — where we are and where we are going
- Recruiter 2000 concepts and requirements

Conference Conclusion

On Friday, Sept. 17, the Annual Commanders Conference drew to its close. Out-briefings by several directorates reviewed topic discussions and recommendations from the field. The chief of staff, COL Stewart K. McGregor, promised to work the list of topics with quarterly feedback to both battalions and brigades.

At the final luncheon of the conference, our new commanding general, MG Kenneth W. Simpson, spoke his mind.

"When I first learned I was coming to the Recruiting Command, I talked to everyone I could think of about USAREC. Lots of people told me a lot of things about USAREC, but there were a couple of constant refrains that kept popping up. I'd like to tell you what those recurring points were.

"The first thing is that USAREC has a mission. Everybody in the Army is mission-oriented, but the Army itself depends on us to do our mission. There can be no bottom line for USAREC other than mission achievement, because USAREC is critical.

"Although the rest of the Army has its mission too, and we all did different things before we came to USAREC, the common denominator that binds us all together is leadership. Especially in an organization like USAREC, where virtually every member is a trained leader. Our

mission is achievable; it is not outside our reach. Yes, we have differences among us in terms of geography, demographics, numbers. But our leadership skills and desire to achieve is what binds us together.

"The third point should be obvious — mission with integrity. All integrity means is 'Do it right.' Do not deceive or manipulate people or systems. The impact of wrongdoing is profound. It is short-term for the individual, sometimes embarrassing or punitive. But wrongdoing has long-term impact for our communities, for USAREC, and for the Army. If one recruiter spoils a relationship in his or her community, loses that trust, how long will it take to regain?

"Those are just a couple of points that were reiterated to me by others more familiar with what you do than I was. Now I am here to listen and to learn, and to solve problems. I encourage people to tell me what they think.

"My previous military experience tells me that, ultimately, organizations exist to support the point man, the man out front. In this organization, our point man is the recruiter. We on the staffs exist solely to support the field; they put people in the Army. We help them do it.

"It is the commander's job (at any level) to organize, prioritize, analyze, and resource. This is an NCO-intensive organization, and I expect to learn a lot from those NCOs. My previous assignments, training and experience leads me to have great faith in our NCOs. Carry on!"



MG Kenneth W. Simpson discusses his command philosophy at the close of the conference.

CONAP hits 10,000

*by Patrice E. Creel,
Jackson Battalion A&PA*

"It is with great pride and honor that I accept this certificate. My enlistment in the United States Army is one of the most important decisions of my life . . . and probably one of the best. The minute I realized I could gain hands-on skills in high-tech areas and at the same time complete my education, I realized the Army was the way."

So commented 18-year-old Kenya K. Tanner as he accepted his certificate of recognition from Representative G.V. "Sonny" Montgomery as the 10,000th recruit in the Army's nationwide Concurrent Admissions Program (CONAP). Coincidentally, Tanner is a fellow Mississippian who plans to attend the congressman's alma mater.

Montgomery, who made the special presentation at a news conference at the Mississippi State Capitol, congratulated the 10,000th recruit and told him, "After coming back from the Army and having a great experience there, and learning other skills, you will come back to Mississippi, and we want you to come back. Then you will go ahead and get your education.



Congressman G. V. "Sonny" Montgomery (left) and CONAP enlistee Kenya Tanner share a lighter moment following a press conference and ceremony at the Mississippi State Capitol building. Montgomery presented Tanner with a certificate in recognition of his being the 10,000th CONAP enlistee in the nation. (Photos by Jack Hobbs)

You take those skills you learned in the Army, plus your education, and the opportunity is yours.

"It's going to be tough when you go into the Army, and you are going to ask yourself, 'How did I get into this?' But you'll make it. I'm proud you chose Mississippi State University and also proud you will go to school under the Montgomery GI Bill, which bears our name. It has been a wonderful recruiting tool for the Army and other services, and over one million,

five hundred thousand young men and women have signed up for this education benefit."

A 1993 graduate of Hazelhurst (Miss.) High School, Tanner was recruited by SFC Franklin Davis of the Jackson Recruiting Station. Tanner will begin his six-year Regular Army enlistment in October, to train as an X-ray specialist. He also plans to pursue X-ray as his field of

"It has been a wonderful recruiting tool."

Congressman Montgomery

study at Mississippi State. He is the son of Patricia and retired Army veteran Crosby Mack Tanner Jr., of Hazelhurst.

"We think it's interesting that Tanner's chosen college, where his education will be funded with \$14,400 in Montgomery GI Bill benefits, is also the alma mater of Rep. Montgomery," said LTC Howard Condit, commander of the Jackson Recruiting Battalion. "We were fortunate Rep. Montgomery could honor our 10,000th recruit in such a way."

Tanner was recognized by Dr. Jimmy Solomon, Dean of Arts and Sciences at Mississippi State University.

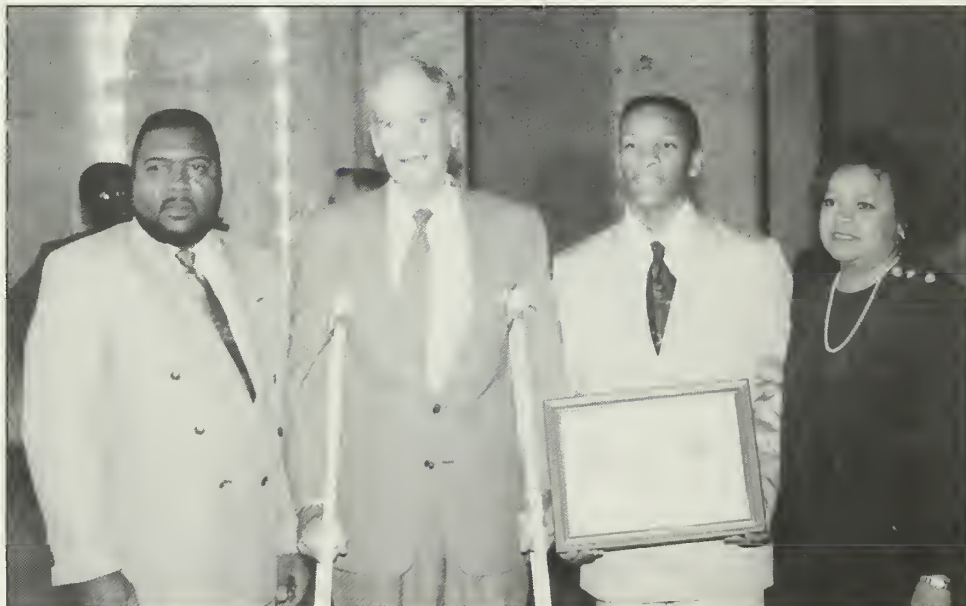
In concluding his remarks to officials, media representatives and special guests, Montgomery stressed that, "Under the volunteer (Army) program, we've had the best quality of young men and women we've ever had."

Benefits of CONAP

- For Soldiers: Admission to college for those qualified, a specific plan to go to college and use education benefits, credits for educational experiences in the Army granted by "home college."
- For High Schools: Enables more graduates to go to college and have access to GI Bill education benefits.
- For Colleges and Universities: Higher enrollments of mature, motivated students with job experience and a personal education fund, i.e., GI Bill.
- For the Army: Seen as a route to college by young adults, parents, high school and college counselors. Enhances recruiting of college-capable soldiers.
- For the Nation: More soldiers using their GI Bill education benefits means better educated and more productive citizens.

CONAP is aimed at soldiers completing an enlistment of two, three or four years or enlistees in the Army Reserve completing initial active duty for training.

Congressman Montgomery (second from left) poses with 10,000th CONAP enlistee, Kenya Tanner, (second from right) along with his parents, Patricia and Crosby Mack Tanner Jr. Tanner plans to attend Mississippi State University, Montgomery's alma mater.



1. What is the maximum number of DOD personnel who are authorized to attend a DEP/COI function with between 30-32 DEP members or COIs in attendance?

- A. 3
- B. 5
- C. 7
- D. 10

2. At which level rests the approval authority for a DEP/COI function that is estimated to cost between \$1,501- \$3,000?

- A. Recruiting company
- B. Recruiting battalion
- C. Recruiting brigade
- D. HQ USAREC, A&PA

3. Recruiters may file for reimbursement under the Recruiter Expense Allowance criteria for purchasing an applicant's lunch at the MEPS.

- A. True
- B. False

4. What is the maximum amount of time an applicant has to complete the EST?

- A. 30 minutes
- B. 45 minutes
- C. 60 minutes
- D. 90 minutes

5. How often must recruiters brief high school counselors on CONAP?

- A. Monthly
- B. Quarterly
- C. Semiannually
- D. Annually

6. What are the two categories of prospecting?

- A. Telephone and DEP referral
- B. COI and face-to-face
- C. Telephone and face-to-face
- D. Applicant and DEP referral

7. General LRLs will be maintained by each _____.

- A. Company
- B. Station commander
- C. Station (only)
- D. Recruiter

8. Where are the COI and VIP cards (USAREC Form 988) filed?

- A. Division I
- B. Division V
- C. Station commander's planning guide
- D. Station inactive files

9. Which USAREC regulation contains waiver, DEP separation, and void enlistment processing procedures?

- A. UR 601-95
- B. AR 611-201

- C. UR 601-56
- D. UP 350-7

10. How long is the mandatory rehabilitation period for a civil conviction for a felony-level offense?

- A. 3 months
- B. 1 year
- C. 2 years
- D. Zero (unqualified to enlist)

11. What are the five critical sales tasks?

- A. Prospecting, establishing rapport, DEP/DTP maintenance, closing, and follow-up
- B. Prospecting, sales presentations, processing, DEP/DTP maintenance, and follow-up
- C. Selling, closing, referral prospecting, DEP functions, and recruiting station meetings
- D. Identify yourself and the Army, TEAMS, sales training, processing, and work ethic

12. Goals of the prospect can generally be divided into two categories. What are the categories?

- A. Employment-oriented and college-oriented
- B. Needs and wants
- C. Money and power
- D. Employment-oriented and management-oriented

13. What is the first step of the telephone calling procedure?

- A. Establish rapport
- B. Probe TEAMS
- C. Ask open-ended fact-finding questions
- D. Identify yourself and the Army

14. A person may enlist using a name he or she did not disclose on the original enlistment document?

- A. True
- B. False

15. What is the maximum number of days that the DA Form 71 is to be forwarded to HQ USAREC after ANC commissioning?

- A. 3
- B. 5
- C. 14
- D. 30

16. ANC prospects will be entered on OWNRS within _____ working days of the conducted appointment.

- A. 5
- B. 7
- C. 10
- D. 14

(The answers to this month's Test can be found on the inside back cover.)

The Way I See It

All "The Way I See It" forms received by the USAREC Chief of Staff are handled promptly. Those that are signed and include a phone number will receive a phone call within 48 hours of receipt. Those with addresses will receive a written response approximately 3 weeks from receipt.

A recruiter writes:

The way I see it, we have spent many hours inventing ways to get Prior Service IRR soldiers into MOS-matching vacancies in USAR units. According to USAREC Reg 140-3, the only documents we can use to verify transfer eligibility are the DD 214 and Consolidated Leads List (CLL). Why wasn't the Vacancy Potential Transcript (VACPOT) included as a source document? Isn't it the source for both the CLL and VACPOT-ARPERCEN?

We understand that the potential vacancies listed may be filled by the time we receive the VACPOT, but the Character of Service (CHSV) code and soldier data should be the same. Using VACPOT would give us another source document if the IRR soldier were unable to locate his DD 214. It would also alleviate a call to USAREC to determine the IRR soldier's status.

The Chief of Staff writes:

Your idea is a good one. The VACPOT can now be used to determine transfer eligibility since character of service (CHSV) has been added to the transcript. Initially, our intent when developing VACPOT was to show only individuals who were qualified. However, the Individual Ready Reserve (IRR) Density List (the source document for the VACPOT), does not show CHSV on every record in its file. Therefore, the decision to include CHSV was deferred while VACPOT was being tested and fielded.

We have made the necessary program changes and you should see the CHSV on the VACPOTs currently in your office. RECUSAR Messages 93-043, 044 and 056 provide guidance on the revised procedure for using the CHSV on the VACPOT. A zero (0) or a plus (+) is acceptable for transfer without a control number. The "+" indicates that the service member was previously an unsatisfactory participant and requires a statement of acceptance from the unit.

A recruiter writes:

Opinions are opinions. Mine, concerning the article in the August 1993 Recruiter Journal, "Always on the job," was in fact "the straw that broke the camel's back." My response should not be taken as one of anger; however, anger is one emotion that surfaced when I read the article.

To me, a sergeant/E-5, over three years' experience as a field recruiter, married, four children, living in the Houston metropolitan area, I must say that the SDAP is not much of an "incentive" at all. Rather, the SDAP is a

much needed necessity for survival!

I have not forgotten how much easier it is (financially) with a PX and a commissary nearby, not to mention the other amenities offered at Army forts. "The way I see it," USAREC has in the past "allowed" recruiters to live and recruit in some very high-cost areas. I am positive that I speak the same opinion as others.

Again, "the way I see it," a cost of living allowance (COLA) must be approved for recruiters who live outside of the confines of an Army fort. I reference the article "Catch the winning habit." To me, USAREC as an entity has both the knowledge (what to, why to) and skills (how to). But only one question remains: desire (want to). USAREC, do you want to?

The Chief of Staff responds:

I appreciate your response regarding SDAP, and I believe I understand your frustration based on the description of your current situation. Though it may not ease your frustration, this is my understanding of current entitlements.

Special Duty Assignment Pay (SDAP) is authorized for recruiters and drill sergeants who are serving in positions that are extremely demanding or that involve an unusual degree of responsibility. The payment of SDAP is not tied to cost-of-living factors of whether a soldier is stationed in a high cost area. The authority to receive SDAP is unrelated to "financial factors" but is in fact paid as an "incentive" to get soldiers to work in these demanding positions.

The entitlement that compensates soldiers for living in high cost areas is the Variable Housing Allowance (VHA). Its purpose, together with the basic allowance for quarters (BAQ), is to reimburse approximately 80 percent of the soldier's costs in maintaining a household. The payment of VHA depends upon pay grade, marital status and geographical location. Other than VHA, there are no additional allowances payable to soldiers residing in high cost areas in CONUS. Unfortunately, a stateside cost-of-living allowance (COLA) has never been approved by Congress.

Regarding your comments concerning USAREC and the article "Catch the winning habit," I am not sure I understand your question, but if you're asking whether we are concerned or not, the answer is yes. We are concerned for all of our soldiers. If you are having some financial difficulties, please allow your immediate chain of command the opportunity to assist you.

Thanks for your comments and best of luck to you. Hope this helps!

Vision implies change. Change is upon us. We are better off to participate in change and to help shape it than to be dragged along by change. You can help shape the future and make it better. You know your job better than anyone. What are your ideas for improving operations? Share them on the space below and mail this according to the instructions on the back of this form, postage free.

Please be as detailed as possible when citing examples for improvement. Recruiters, support staff, and family members are encouraged to use this space to voice ideas and concerns. If you desire a direct response to your comments or suggestions, please include your name and address. Names are not required.

Teamwork: Working together as a team, we can accomplish more than working as individuals. Share your vision for the future of the U.S. Army

Recruiting Command. All forms are mailed to and received directly by the USAREC Chief of Staff, Fort Knox, Ky.

HQ USAREC Fm 1825, 1 Jan 91

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HEADQUARTERS
U.S. ARMY RECRUITING COMMAND
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Greeting



recruits

by Barbara Blackburn, *The Leader* staff

*Reprinted with permission from Fort Jackson's
The Leader.*

They come in to Columbia Metropolitan Airport a bit bedraggled and scared.

As they glide down the escalators, bags and personnel packets in hand, they meet him—their first noncommissioned officer at the training site.

SSG William Ross, airport liaison, welcomes new recruits to Fort Jackson and the U.S. Army.

Ross waits for groups of raw recruits every other night. In one night, 60 to 460 privates arrive. With numbers like that, he's bound to see all kinds of people.

July 14 was a typical night at the airport for Ross, who greeted 261 new soldiers. The planes were unusually late in arriving. Some, he guessed, had been delayed by the rains in the Midwest.

The recruits came from places like Dyersburg, Tenn., Fort Lauderdale, Fla., and Blue Springs, Mo., with names like Christopher, Tavares and Norica. They all came for different reasons.

"I came in to try to earn a living and have a career," said Chris Watson from Tennessee.

"I hope to make a lot of money," Tavares Josey joked. "Honestly, I came in for the discipline and the good experience. It will help me get a head start in life."

One thing most have in common is that they

are scared.

"I can't believe I'm doing this," said Eddyfay Daley, from Mount Vernon, N.Y. "I'm so scared."

"Most are scared, anxious or apprehensive," Ross said. "They expect me to be a drill sergeant and are often surprised that I don't scream, hoot and holler at them. I am firm, but I say things in a way to help them relax, because when they leave, that's when the real training begins. I try to answer any last-minute questions they might be afraid to ask a drill sergeant."

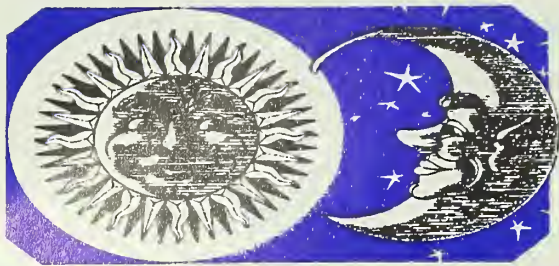
After Ross welcomes the new soldiers, he lays down some rules. He tells them that he expects them to be on their best behavior. He lets them use the telephones, latrines and water fountain, all in one area. He keeps them in order to make sure things run smoothly once it's time to load the buses.

"I make sure the soldiers are seated and that nothing is blocking the aisles and that the driver's view isn't blocked. I take pride in making sure they're safe," he said.

Ross, who is due to retire soon, said, "I love the job and meeting the kids. It's a challenge and a great way to end a career."

Ross realizes he is the recruits' first contact with Fort Jackson and that makes him a little nervous sometimes.

"It makes me feel good, but fearful. I want to make sure I represent Fort Jackson and the Army in the best possible way," Ross said.



It only takes a day

by Merilee Paige,
North Chicago, Ill.
MEPS, PAO

New and innovative changes are expanding the services Military Entrance Processing Stations (MEPS) offer to the recruiting services. Same-day processing is now available at all 68 MEPS, as of early May.

Same-day processing means an applicant is administered a complete ASVAB test, a full medical examination, and is placed in the Delayed Entry Program or reserve enlisted in one MEPS duty day. "This is in answer to requests made by the recruiting services," according to Rear Adm. Lee Watkins, commander of U.S. Military Entrance Processing Command.

This is a model of how the process might be organized. The recruiting services will project the number of same-day processing (SDP) applicants by 1 p.m. the prior afternoon on their processing list (USMEPCOM Form 727). All normal supporting documents, such as Request for Examination Form (USMEPCOM Form 714-A) and Record of Military Processing Forms (DD Forms 1966/4) will be provided. The Medical Pre-Screening Form (DD Form 2246), which is normally provided 24-to-48 hours prior to check-in, must be at the MEPS 48 hours prior to the applicant's check-in if the SDP applicant has an extensive medical history.

The processing day begins at 6 a.m., or at a time determined by the MEPS, but will not exceed a 12-hour workday. Applicants will arrive during

the 15-minute window prior to the start time of processing.

ASVAB testing will begin at 6 a.m. and will not exceed three hours. Immediately following testing, the medical processing begins. The SDP applicant then closes the loop by going to contract preparation, administrative processing and oath of enlistment.

"The key thing to remember in same-day processing is that this does not replace the current 24-hour processing, but is offered in addition to those services," explained Cmdr. Janellyn Berger, chief of Operations Directorate.

"The possibility of bringing in an applicant for same-day processing can lend itself to giving a little more leeway to the recruiter's scheduling of applicants," said Berger. However, it is mandatory that each MEPS offer the same-day processing service to their customers.

Berger added. "My advice to recruiters is that they make sure that the applicant they bring to the MEPS for same-day processing seeks a life in the military, is capable of scoring a high score on the ASVAB and has a very good, clean pre-screening form."

This also boils down to a supply and demand factor. "At the MEPS, we're running a 12-hour shift to accommodate you, the recruiting services. Your job is to let your MEPS know you want this service by using it. Failure to use same-day processing could make this option an as-needed service available on a limited-scheduled basis.

"Recruiters, this is your chance to step forward with applicants who have a strong desire to enter the military and who you want to process in one day. With you as our supplier/customer, local MEPS are willing to operate under a workable plan that caters to the local recruiting needs."

Other services still being offered by all MEPS are boundaryless processing and MEPS processing one Saturday a month.

Boundaryless processing, for instance, can be used if a recruiter wants a full physical at one MEPS and DEP-in or ship out at another. This can be done if the recruiting service gives prior notification to all MEPS involved. This is the only way to guarantee the necessary documents are at the MEPS that will ultimately process the applicant.

MEPS opening one Saturday a month provides service for processing applicants who work or go to school full-time and cannot afford the time off to process for the military. There now is a set schedule of Saturdays MEPS will be open for business, which accommodates recruiters needs for long-range planning.





■ BG Robert Roper stands with CPT Gregory Hansen, U.S. Navy, and MAJ Gary Ardo, U.S. Air Force, at Anaheim Stadium. The DCG had the honor of throwing the ceremonial first pitch during a California Angels pre-game celebration of the Army's 218th Birthday/Flag Day. He also officiated the enlistment of over 200 DEP members from all military services. (Photo by Stan Cordell)

Recruiter science

■ It was almost "mission impossible." How to judge over 350 junior high and high school science and engineering projects and select 30 Army winners — in less than 3 hours.

This was the mission faced by SFC Ernest Verdugo recently, when he volunteered to serve as the Army judge and award presenter at the Monterey County Science and Engineering Fair, in Monterey, Calif.

Verdugo, a USAR nurse recruiter from Daly City Company, has a degree in microbiology. He often appears as an Army judge at these types of fairs. But the Monterey event organizers wanted both the senior and junior divisions judged and presented, which made things extremely challenging.

Verdugo did it by trying not to duplicate the selection of the other agencies' judges.

"I wanted to give the Army awards to kids who had good projects, but who would proba-

bly not get other awards," he said. "The other organizations often give all their awards to the same kids," he added.

Verdugo quickly identified projects that looked good and solid. He then noted the projects most of the other judges were selecting. In some cases they were the same projects.

"The fair appreciates the Army's awards, because we give a lot of awards and give them to students who probably wouldn't get another award," Verdugo said. "Sometimes parents come up to me after the ceremony and thank me for giving their child an award, because it's the only one he or she got," he added.

Following the judging, Verdugo had the honor of making the presentations. Thirty proud winners were able to come forward and accept their awards in front of their peers, family, and friends.

"It's great to show that the Army cares about these talented kids," Verdugo noted.

Gil Hogue, Sacramento Bn A&PA



SFC Ernest Verdugo discusses a science project with a high school student during the judging. (Photo by Gil Hogue)

Kicking recruiter

■ When SFC Kermit Gonzalez, El Centro (Calif.) station commander, enters a room, you immediately sense a feeling of energy and an awareness that something is different. He is a man with purpose, dedication, and pride.

He was born in Caquas, Puerto Rico, where at age 10 or 11, "I got beat up pretty bad, so I took karate to learn self-defense," he reflects. Ever since that time he has continued to develop his skills and earned the karate black belt in 1974. He doesn't get beat up anymore!

He joined the Army in 1977 and served in numerous assignments as a calvary scout. During those years, he continued to improve his techniques in the martial arts as both a student and instructor. He is currently considered an overall outstanding athlete, and tops in his chosen field of martial arts, with many awards to his credit.

He explains, "As recruiters, we need to show young men and women that the Army is not camouflage all the time. People need to be aware that we are not only recruiting, but attempting to instill pride in the youth of the community."

He continues, "I have taken the technical skill of karate and transformed it into a recruiting tool. When I first arrived at the station it was impossible to get into two of the high schools and the other four were very passive. Now I coach side-by-side with those same people during many community sports events."

He is no longer considered an outsider, but a trusted, responsible member of the community. Currently, he teaches karate classes and self-defense classes in the community gym at no cost, with standing room only. A good thing soon gets around!

Stan Cordell, Santa Ana Bn A&PA



Above: SFC Kermit Gonzalez practices a karate kick exercise before class. He teaches martial arts in his community. Below: Gonzalez demonstrates a karate jump-kick to his martial arts class. (Photos by Stan Cordell)



Excellent ideas

■ Both MAJ Andrew Alexander and CPT Charles Bailey, of the 2d Recruiting Brigade staff, have reason to smile when the Army Ideas for Excellence Program (AIEP) comes up in conversation. They have both been the recipients of some of the program's benefits for good suggestions.

Alexander was nominated and recently selected as USAREC's Military Suggester of the Year for last year. Prolific in his ability to see the need for change or improvement, Alexander submitted 10 ideas to the program, half of which were adopted and brought him a total of \$500. His ideas ran from elimination of redundant forms to the purchase of needed data processing equipment.

Bailey's appreciation of the AIEP comes from a single suggestion, albeit one that re-

quired a great deal of research and creativity. His brainchild was a computer program now known as VACPOT (Vacancy Potential Transcript). VACPOT is being applied nationwide within USAREC. The program assists USAR recruiters to identify prior service IRR soldiers who are MOS qualified and who live within 75 miles of the unit. Bailey put together a complicated program to actually perform the function properly and timely enough to be useful, for which he received \$5,000.

Alexander and Bailey were recognized jointly in a ceremony at 2d Brigade headquarters at Fort Gillem, Ga. The recognition of their creative efforts to make USAREC a more efficient and productive organization may be the actual reward that is best remembered by each.

Charles Sears, 2d Bde A&PA



Gary Bjorkquist offers applicant Ken Larson information about opportunities in the military. (Photo by Erick Hoversholm)

RPI payoff

■ It all began with a RPI rack and poster at the entrance of a state employment office in a small town in Michigan's Upper Peninsula. Next came the invitation to come inside and set up a table (just in case someone had an interest in the Army). Six enlistments later, Army recruiters from the Escanaba Recruiting Station are a permanent fixture at the Michigan Employment Security Commission (MESC) office.

"When we started, we were lucky if we talked to more than five people all day. Now they're waiting for us to show up," said SGT Erick Hoversholm, Escanaba recruiter. "The program is based on a long-term payoff, say four to six months."

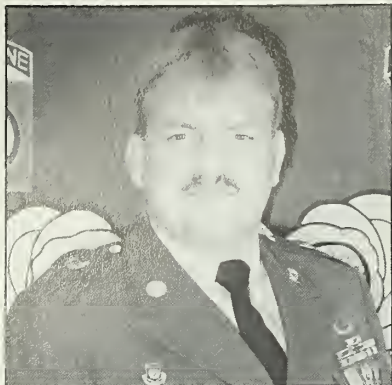
Gary Bjorkquist, MESC Veterans Employment supervisor, said a reason the Army's presence in the employment office is so important is that parents applying for assistance see the \$30,000 for college as a way to fund their children's education.

"It (the Army) is a heck of an option, especially with the college fund and the rising costs of going to college," said Bjorkquist.

Beth Settle, Milwaukee Bn A&PA



COL Richard White (right) suggests CPT Charles Bailey's (left) cash award might best be used to buy lunch for the headquarter's staff, which he graciously did. CPT Joe McNeely (background) contemplates what to order. (Photo by Sylvia Lapoint)



SFC Daniel Durbin saved a young girl's life by administering CPR. (Photo by Bill Pearce)

Saved in Seattle

■ SFC Daniel Durbin, Olympia Company, Seattle Battalion, and his wife, Dori, decided their camping trip could include one night in a nice motel. On the way to check out their motel room in the small town of Ritzville, Wash., Durbin noticed several people gathered around a young girl by the swimming pool. He approached and asked if everything was okay and was quickly informed that the girl was not breathing and had no pulse.

Durbin realized that he would now need to put his CPR training into action and that every second counted. After clearing her nose and throat of obstructions Durbin began CPR. At that point he received help from a person in the crowd who was an emergency medical technician.

Fifteen minutes later the ambulance arrived and transported the girl to a local hospital. From there, she was airlifted to a hospital in Spokane, Wash.; she was in critical condition.

Although Durbin's immediate responsibility for the girl had ended, he and his wife were concerned about her condition. They provided support

and comfort to the girl's mother until she could join her daughter in Spokane.

The girl's condition continued to improve, and by the second day she was in satisfactory condition. On the third day she was sitting up and reading to her mother. Soon after she was able to go home.

Durbin said, "You just don't have a lot of time to think about what you're going to do, and you can't wait for someone else to make the first move."

Durbin does not think of himself as a hero but there's a 13-year-old girl and a lot of other people who think otherwise.

Bill Pearce, Seattle Bn A&PA

Goodwill music

■ The Tom Kratzer Army Band 1993 World Tour took Ohio by storm in May, generating publicity and goodwill.

1SG Kratzer, from the Fort Meade, (Md.) band, visited

universities and high schools within the Columbus Battalion's area, spreading the word about enlisting in Army bands.

SFC Michael Irvin, Westerville station commander, said, "He did a fantastic job. Everywhere we went, instructors and kids alike really listened."

The visit's value increased when Kratzer appeared on the front page of the *Columbus Dispatch*. The color photo and story, "Army looking for a few good musicians," was seen by 265,000 readers.

The message Kratzer delivered was simple — if music students want to continue playing their instruments after high school or college and make a good living, military bands are the safest route.

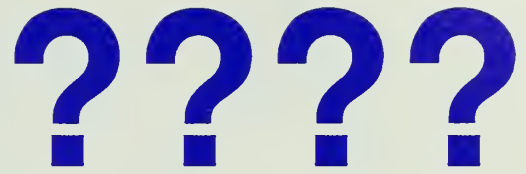
He detailed the college loan repayment option and Army College Fund, but his best argument hit home with the young musicians: do you want to spend your time playing for great pay?

Brian Lopley, Columbus Bn A&PA



Army band 1SG Tom Kratzer speaks with Sarah Witt, a French horn player, and soon-to-be member of the Continental Army Band after graduation from Ohio State University in 1994. (Photo by Brian Lopley)

CHAMPUS supplements



Reprinted with permission from the Public Affairs Office, Walson Air Force Hospital, Fort Dix, N.J.

CHAMPUS is available for beneficiaries who must seek medical care in the civilian community.

Designed to offset some of the cost incurred when receiving civilian care, CHAMPUS requires that a deductible be met and co-payment be made. And CHAMPUS does not pay for every type of medical expense. This scenario alone should encourage people who use CHAMPUS to purchase supplemental insurance to help keep the tab down.

Supplemental policies are designed to pay after CHAMPUS has paid the government's share of civilian health care costs. These policies are offered by military associations and private firms, and have no connection with CHAMPUS or any other government agency.

Each supplemental policy has its own rate structure and rules of eligibility, level of benefit coverage, deductibles, and so forth. However, it is the customer's decision to choose the plan — if any — that best suits his needs. When selecting a policy, the buyer should ask specific questions concerning coverage. If you are considering supplemental insurance, here are suggested questions that may be important for you to ask:

- Is there a deductible you must meet?
- Is there a maximum limit on benefits?
- Is there a pre-existing condition clause?
- Do you need pre-certification or approval before receiving care?
- Will the plan cover amounts beyond CHAMPUS allowables?
- Does the plan cover in-patient, out-patient, and long-term care?
- Does the plan pay for services not covered by CHAMPUS?
- Does the plan specifically not cover other conditions?
- Will the supplemental plan cover you overseas?
- Do you have a family history of disabling illnesses?
- Do you have easy access to military medical care in your area?

- What type of military medical care is available?
- Does the military medical facility treat family members and retirees in all clinics?
- Does the plan convert to a Medicare supplement?
- Will the plan pay the patient's co-payment under CHAMPUS?
- What are the membership fees?
- What are the supplemental policy premium payment options?
- Can your premiums be increased?
- Does the plan offer rates based on military rank?
- Are the rates based on an age scale, and if so, what is it?
- Does the supplemental plan automatically cover the service member at retirement?
- Does the coverage continue for surviving spouses at no charge? For how long?
- What are the time limits for claim filing?

Mary Jo Owens, Health Benefits Advisor at Walson Air Force Hospital, Fort Dix, N.J., recommends that everyone fully investigate plans available before choosing one.

"People should choose a policy that best suits their needs, as well as compliments their finances," according to Owens. "But do not use the cost as the sole factor in determining which policy to choose. Sometimes, the least expensive is not the best suited for a family's medical needs."

When checking supplemental plans, you should ask for guaranteed renewable policies. They cannot be cancelled and are not subject to significant rate hikes for the specified period of time of the policy.

Make certain you have read and understand the fine print before committing yourself to a specific policy. Take your time. Do not be pushed into accepting any policy until you are prepared to decide which one is best for you.

The likelihood of having to seek medical treatment from civilian health care providers is increasing. Be prepared, and consider supplemental CHAMPUS insurance.

Lisa Sweatt, Walson Air Force Hospital, PAO

A view of USAREC

"Welcome to USAREC," a new spouse orientation video is ready for viewing. This video addresses many issues:

- The stress associated with being the spouse of a recruiter.
- Insights into what spouses may face during this unique assignment.
- Tips to hopefully make the tour less frustrating.
- Ways to cope with the long hours required of recruiters.

Project officer, Mr. Martin Skulas of Personnel Directorate, HQ USAREC, said, "We've got a lot of resourceful people within the recruiter's ranks, but this video gives a preview of what to expect."

Skulas began developing this video in March 1993. After researching production costs, approval was given to produce the video through the Fort Knox Television Division.

Next a call went out to all the brigades to solicit input for the script. The script had to entail a lot of issues, but still remain interesting.

Once the script was approved, it was time to go into production. The 55 all-volunteer cast was recruited by the Soldier/Family Assistance Branch of HQ USAREC. SFC Stephen Vaughn, the 1993 Recruiter of the

Year, also volunteered his time. Following busy rehearsals, the three scenes of the video were filmed at two different locations on Fort Knox. The video was then carefully edited and sent forward for final approval.

The final copy was approved September 10 and distributed soon after. The video was distributed down to company level for use by commanders, family services coordinators, and family support groups. Also, a copy was given to each brigade and battalion commander during the Commanders Conference.

Some of the suggested uses for the video include the sponsorship program, spouse orientation, follow-on training during unit training, as well as annual training conferences.

Also, the Army Community and Family Support Center has expressed interest in distributing the video to all Army Community Service Centers worldwide for viewing by families bound for a recruiting assignment. Coordination for this distribution continues.

This video is a very valuable tool to help new spouses adjust to life in recruiting, helping them prepare for the unexpected and unknown.

HQ USAREC, working to improve the quality of life for recruiters and their families.

Vernetta Graham, *RJ* staff



Members of the cast and the production team discuss a scene of the video. (Photo by David Houhta)

Classroom marketing booming in hard times

In-school marketing has become more attractive in these days of shrinking budgets, with schools eager to accept gifts such as free computers and film projectors. While many school marketing campaigns may have educational value, Alex Molnar, professor of education at the University of Wisconsin-Milwaukee, points out that school administrators often exert considerable pressure on students and their families to sell magazines or buy large quantities of certain products. Professor Molnar is author of the forthcoming book, "Giving Kids the Business."

Some companies attempt to build product loyalty by sponsoring school contests. In exchange for 5,125 soup labels, for example, a Campbell's catalog offers to provide a school with a filmstrip. For 20,000 more labels the school can earn a projector. Orville Redenbacher has offered 10 cents for every label a school collects, and Hershey's has offered five cents for every wrapper.

Source: *The New Republic*, March 22, 1993

Some good news from the marketplace

The analysts in the Market Research Branch at Headquarters USAREC report what appears to be some positive news in the recruiting marketplace. A recent (Feb/Mar 93) survey, Teenage Research Unlimited (TRU) Teenage Marketing and Lifestyle Study indicates positive teenage enlistment propensity may be on the increase after the low propensity cited in last fall's Youth Attitude Tracking Study (YATS).

This semi-annual direct mail survey has been used for over eight years by USAREC market

analysts to supplement the findings of the YATS report.

Age Range	Number of Males	Number of Females
12 - 15	555	529
16 - 17	263	250
18 - 19	263	249
Total	1081	1028

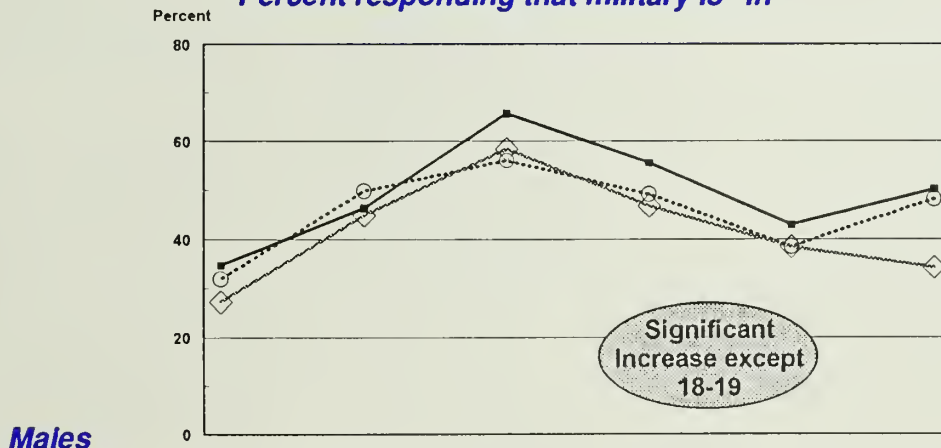
The following chart represents the percentage of youth who feel the military is cool or in. Especially for the younger youth, this represents the acceptability of a military enlistment. This increase is good news and comes after 18 months of decline.

Recruiters have long known the importance of civilian career relevance of an Army enlistment to many of today's youth. The following chart indicates the Army received an improved rating and very comparable to the other services.

The TRU survey confirms all previous market studies on the relative importance of the different reasons to consider enlistment. Money for college and learning a trade and/or skill remain the top two reasons to consider enlistment. New in the March 1993 survey was the relative importance of a steady or secure job. Today's youth recognize the importance of a secure job. Our sales force needs to continue to emphasize that even with the draw down, an enlistment in the Army is a secure job for the next two-to-six years.

Questions or comments? Contact Sandy Ramos, 1-800-223-3735, extension 4-0776

Percent responding that military is "In"



	Sep 90	Mar 91	Sep 91	Mar 92	Sep 92	Mar 93
Age 12-15	34.7	46.3	65.7	55.5	42.9	50.1
Age 16-17	31.9	49.7	56.0	49.1	38.5	48.1
Age 18-19	27.2	44.8	58.4	46.7	38.4	34.2

Army Civilian Acquired Skills Program (ACASP)

The ACASP attracts and uses persons with civilian-acquired skills required by the Army. Persons qualified for the ACASP may be given an advance grade upon enlistment. They may also be entitled to accelerated promotion based on the skill level held and demonstrated during duty performance.

Who's eligible

Qualified men and women with or without prior service. Must meet all requirements to enlist in accordance with the provisions of Army Regulation 601-210, Regular Army and Army Reserve Enlistment Program.

Who's NOT eligible

Persons with skills acquired through military service will not enlist under this program. Members of the Individual Ready Reserve (IRR) who have acquired a civilian skill and request to transfer to a troop program unit (TPU) must have been awarded the MOS by ARPERCEN or be transferred into a WILL TRAIN YES position. ACASP is not an inservice program.

Why ACASP

Reductions in the size of the Army has driven down the number of training classes that TRADOC can provide. So in order to meet the Army Reserve needs ACASP becomes a real option. It also makes good sense because for every individual who enlists, the TPU gets a duty MOS-qualified soldier, and train-up time is far less. The other important reason is that it saves training dollars.

MOSs for USAR

27B10, 27E10, 29Y10, 31C10, 31L10, 39E10, 42C10/20, 42D10, 42E10/20, 43M10, 44B10, 46Q10,

46R10, 51B10, 51G10, 51K10, 51M10, 51R10, 52C10, 52G10, 57E10, 57F10, 62B10, 62E10, 62F10, 62G10, 62H10, 62J10, 63G10, 63H10, 67N10, 67T10, 67U10, 67V10, 68B10, 68D10, 68F10, 68G10, 68H10, 68L10, 68N10, 68Q10, 68Q10, 68R10, 71G10, 72E10, 74D10, 74F10, 76J10, 77L10, 77W10, 81B10, 81C10, 82B10, 82D10, 83E10, 83F10, 88H10, 88K10, 88L10, 88M10, 88P10, 88Q10, 88R10, 88S10, 88T10, 88U10, 88V10, 88W10, 91B10, 91C20, 91D10, 91E10/20, 91H10/20, 91J10, 91L10, 91N10/20, 91P10/20, 91Q10/20, 91T10, 91U10, 91V10, 91Y10/20, 92B10/20, 92E20, 93C10, 93D10, 94B10, 91M10, 96B10, 96D10, 97B1L, 97E1L, 98G1L, 01H10,

Substitution rules

Enlistments under ACASP regardless of mental category, will receive grad alpha (GA) credit.

Message from DA

Headquarters, Department of the Army, has asked us to pass on the following important messages:

Applicants for Army Reserve (USAR) should not be told they can enlist into the Regular Army when they return from training. Enlistment into the USAR is exactly that, and an applicant should be referred to a Regular Army recruiter if he or she really wants to enlist in the Regular Army.

Applicants who enlist in the USAR so they can "try the Army" should be briefed on the fact that they will not be able to receive Regular Army benefits should they decide to enlist in the Regular Army at a later time. This includes benefits such as Enlistment Bonus, Loan Repayment Program and Army College Fund.

Applicants should not be told

to wait until they arrive at basic training or their TPUs to get a retroactive promotion based on education documents. Have the applicant obtain all required education documents prior to enlistment. The next edition of AR 601-210 will reflect this change. Backdating of effective date-of-grade will not be authorized.

Reenlistment (RE) codes cannot be changed for the purpose of enlistment. The RE code is not the disqualification; the reason for separation is. Do not advise applicants to request an RE code change.

When an applicant is found to be disqualified, explain the entire reason for the disqualification. If it is for medical reasons, have a written explanation from the chief medical officer or a copy of the physical available for the applicant. Do not speculate on medical disqualifications.

Do not advise applicants to write to Headquarters, Department of the Army, or to their congressional representative.

If an applicant requires a waiver, submit it, unless suspended by HQDA. Do not tell an applicant it has been submitted unless it has.

Do not promise health or retirement benefits "for the rest of your life." Stick with "Enlistment benefits change."

Guidance counselors

Guidance counselors will continue to follow ENTNAC policies IAW USAREC Regulation 601-96, 1 May 93. GCs will not pull a USAR reservation for less than 30 days without an exception from RCRC-PPS. Review RECUSAR Message 93-030, Part I, subject: USAR ENTNAC Policy.

POC is MSG Hirnikel, 1-800-223-3735, ext. 4-0873.



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SSG Pete Zamora
SSG Ronald Campbell
SSG Allard E. Robbins

ATLANTA

SSG Ronald E. Burton
SSG Lamar H. Farr

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SGT Russell F. Horton
SSG Javan White Jr.

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SSG Ricky A. Clemenz
SSG Ellwood Burdsall
SSG Patrick Hogan

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SGT David A. Martin

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SFC George E. Thomas
SSG Raymond Weiss
SSG Terry L. Vanderberg

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SSG Clee A. Lee Jr.
SSG Roland S. Bounds

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SSG Raymond D. Barnhart

COLUMBIA

SGT Maharaj Teeluckdhar
SFC Cecil R. Drake

DALLAS

SSG Wilfred L. Coleman III

DENVER

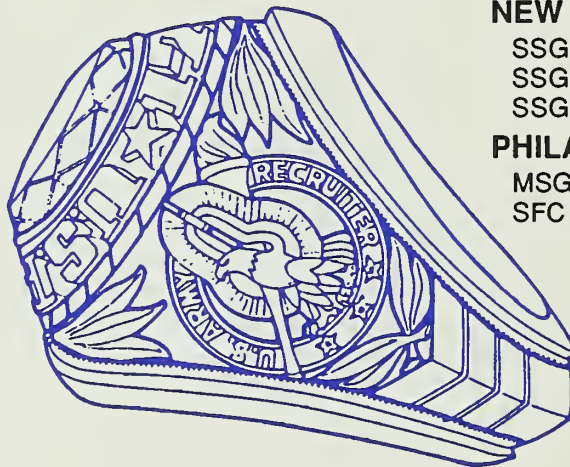
SSG Gary G. Collier
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SFC David L. Rosenfeld

RSC Schedule

RSM October 1993

Cinema Vans

ATLANTA, 28 Sep - 15 Oct
BECKLEY, 28 Sep - 22 Oct
BRUNSWICK, 30 Sep - 12 Oct
CHICAGO, 4 - 15 Oct
DALLAS, 18 - 25 Oct
DENVER, 28 Sep - 8 Oct
HARRISBURG, 11 - 25 Oct
LOS ANGELES, 19 - 25 Oct
MILWAUKEE, 18 - 25 Oct
NEW ORLEANS, 18 - 25 Oct
NEW YORK, 14 - 25 Oct
OKLAHOMA CITY, 28 Sep - 15 Oct
PHOENIX, 28 Sep - 15 Oct
PITTSBURGH, 28 Sep - 8 Oct
SALT LAKE CITY, 12 - 25 Oct
ST. LOUIS, 28 - 30 Sep

Cinema Pods

ALBANY, 19 - 25 Oct
BRUNSWICK, 4 - Oct
CLEVELAND, 10 - 16 Oct
DALLAS, 28 Sep - 15 Oct
HOUSTON, 3 - 25 Oct
MIAMI, 18 - 25 Oct
MILWAUKEE, 18 - 22 Oct
MINNEAPOLIS, 28 - 15 Oct
MONTGOMERY, 28 Sep - 15 Oct
NEW ORLEANS, 28 Sep - 15 Oct
SAN ANTONIO, 1 - 24 Oct
TAMPA, 19 - 25 Oct

Army Adventure Van

CLEVELAND, 28 Sep - 10 Oct
COLUMBUS, 12 - 25 Oct

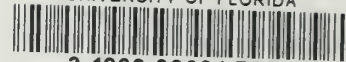
Answers to the Test

1. A, UR 1-18, table 2
2. A, UR 1-18, figure 1
3. A, UR 55-2, para 12-f
4. A, UR 611-4, para 7(5)
5. A, UR 621-2, para 2-2g(5)
6. A, UR 350-6, Section 4, para 3-10a,b
7. A, UR 350-6, Section 3, para 3-15b
8. A, UR 350-6, Appendix F
9. A, UR 601-56
10. A, UR 601-56, para 1-8(2)
11. A, UP 350-7, figure 1-1
12. A, UP 350-7, para 3-2a(1),(2)
13. A, UP 350-7, para 6-4a
14. A, AR 601-210, Chapter 2, rule B-1(2)
15. A, UR 601-37, para 11-6(3)
16. A, UR 601-37, para 2-8(i)

Training Tip

When accountability is assigned and defined in advance, everyone in the organization knows who is accountable before something goes wrong. This allows leaders to focus on prevention rather than on finger-pointing. Organizations that allow finger-pointing spend most of their time being defensive instead of making things happen.

Use your authority as a noncommissioned officer. Don't be a finger-pointer. Take responsibility. Be accountable. Make things happen.



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Staff Sergeant, U.S. Army Reserve
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